

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 161540Z MAY 75

FM AMCONSUL TURIN

TO SECSTATE WASHDC 0470

INFO AMEMBASSY ROME

RUEHIA/USIA WASHDC 0007

UNCLAS TURIN 0095

FOR USIS ROME

FOR COMMERCE BIC/OIM ATTN: CMM ITALY

E.O. 11652: N/A

TAGS: BGEN, IT

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF. STATE A-2778

1. IN RESPONSE TO REFERENCED AIRGRAM WHICH REQUESTED POST IDEAS FOR INTENSIFYING ACTIVITIES TO SUPPORT THE ANTI-RECESSION EXPORT CAMPAIGN THE FOLLOWING IS SUBMITTED:

IN THE PAST FEW MONTHS THE COMMERCIAL SECTION IN TURIN RECEIVED SEVERAL TELEPHONE INQUIRIES INDICATING HIGH INTEREST IN INDUSTRIAL SECURITY DEVICES. MANY OF THESE INQUIRIES ORIGINATED FROM ITALY S FOREMOST GOLD JEWELRY CENTER -- VALENZA PO IN REACTION TO INCREASING LOCAL REPORTS OF CRIME AND VIOLENCE. IT WAS DECIDED WORKING WITH THE VALENZA PO ASSOCIATION OF JEWELERS, GOLDSMITHS AND SILVERSMITHS, TO HOLD A MINI-CATALOG SHOW AT VALENZA PO IN THE PROVINCE OF ALESSANDRIA. THE CONSULATE SENT CIRCULAR LETTERS TO MORE THAN 100 U.S. MANUFACTURERS OF SECURITY EQUIPMENT IN THE U.S., SOME OF WHOM HAD ALREADY PARTICIPATED INA RECENT EXHIBITION WITH THIS THEME AT THE MILAN TRADE CENTER HELD IN FEBRUARY

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1974. SO FAR, THERE HAS BEEN A VERY FAVORABLE RESPONSE

TO OUR REQUESTS FOR CATALOGS, LITERATURE, ETC. ETC. THE SHOW WILL BE HELD AT THE ASSOCIATION HEADQUARTERS IN VALENZA PO THE SECOND OR THIRD WEEK IN JUNE. THE ASSOCIATION WILL ALERT ITS MEMBERS TO ATTEND THE SHOW AND ASSURES US OF A HIGH AND REAL INTEREST IN THE PRODUCTS TO BE DISPLAYED. IN SUMMARY, WE HAVE DESIGNED A CATALOGUE SHOW SPECIFICALLY TAILORED TO A LOCAL INDUSTRY THAT IS THE DOMINANT ONE OF ITS KIND IN ITALY SERVING ENTIRE ITALIAN MARKET PLUS MANY EXPORT MARKETS.

USIS TURIN WILL PARTICIPATE WITH A SECTION PROMOTING U.S. TOURISM, BICENTENNIAL ACTIVITIES, ETC. ANY FILMS AT COMMERCE CONCERNING THIS SECTOR THAT MIGHT BE AVAILABLE FOR SHOWING WOULD BE APPRECIATED. THE COST FOR THIS TYPE OF EFFORT IS ABSOLUTELY MINIMAL AS ONLY A RELATIVELY FEW MAN-DAYS OF EFFORT WILLBE DEVOTED TO THE PROJECT. THE CATEGORY OF GOODS DISPLAYED CERTAINLY FALLS WITHIN RECESSION INDUSTRY CATEGORIES -- IN PARTICULAR ELECTRONIC COMPONENTS, BUSINESS EQUIPMENT, AND TELECOMMUNICATIONS.

2. AMCONSULATE TURIN WILL ADVISE ADDRESSEES OF THE RESULTS OF THIS PARTICULAR EFFORT TO SEE IF IT MIGHT BE A USEFUL TOOL APPLICABLE TO OTHER TARGETS OF OPPORTUNITY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TURIN00095
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750177-1038, D750173-1043
From: TURIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750542/aaaabmlj.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-2778
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUL 2003 by SilvaL0>; APPROVED <06 FEB 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN
TAGS: BGEN, IT
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006